

The Sony MDR-NC500D digital noise canceling headphones are the world's first headphones to more accurately reduce stress-inducing noise from aircraft, trains/buses and office sounds while providing the high-quality audio expected from Sony.

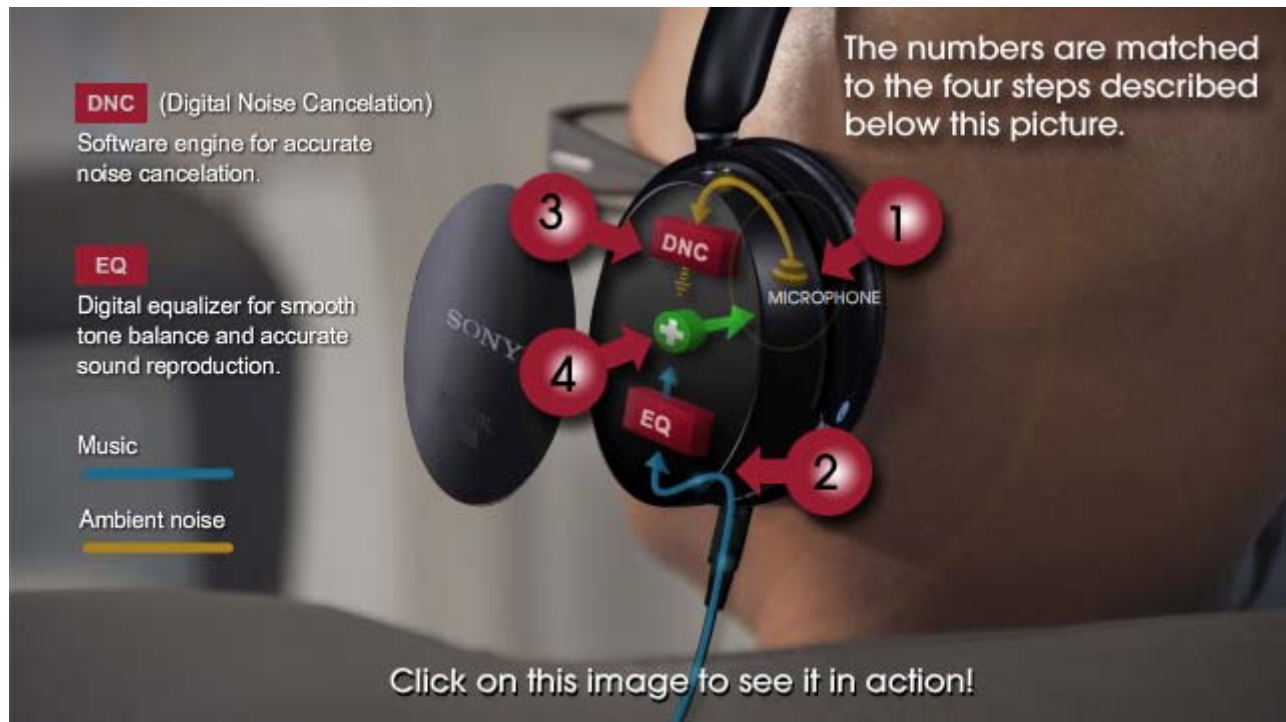
### 3 Key things to remember about the MDR-NC500D:

1. World's first digital noise canceling headphones – offer your customer unprecedented noise-cancelling capability, multiple noise cancelling modes, intelligent mode selection and digitally equalized audio.
2. With the included lithium-ion battery, your customers can enjoy their new MDR-NC500D for up to **16 hours** of listening time<sup>1</sup>, perfect for travel or long days in the office.
3. Lightweight, ear-conscious design ensures hours of comfortable use.

**HOW DO THEY WORK? MDR-NC500D Digital Noise Canceling Headphones**

To create the noise-reducing technology in the MDR-NC500D, Sony used digital technology with Artificial Intelligence. Cool, huh? Together with its acoustical analysis and transducer technologies, the result is improved noise cancellation performance and excellent sound quality, with rich bass and crisp mid and high range frequencies.

The increased rate and accuracy of noise reduction in these six-ounce headphones is due to the use of a unique digital noise canceling software engine – a set of digital filters located in the built-in digital signal processor. Here's how it works.



1. To start the digital noise canceling (DNC) process, a microphone found inside the ear cup of the headphones takes an analog audio reading of the ambient noise and converts the sound to digital.
2. At the same time, the analog audio input signal from the audio source (like a Music player) is converted to a digital signal. Then it's sent through a digital equalizer to enhance the mid-range vocals and alleviate the excess bass – two sound elements that can be negatively affected in most noise-canceling headphones.
3. The audio source signal is compared to the ambient noise signal, and the DNC software engine uses a digital filter to remove ambient noise that registers in the desired frequency range.
4. The resulting signal is converted back to analog and sent to the headphones' driver for sound reproduction and sent to the listener's ear.

This digital-based process enables more effective noise cancellation than is possible using analog filter technology. Sony's DNC software engine makes it possible for these digital noise canceling headphones to offer three distinct noise canceling modes optimized for different environments: airplane, train/bus or office.

TOP REASONS TO BUY MDR-NC500D Digital Noise Canceling Headphones

MDR-NC500D Headphones...

Sound Great...

The ground breaking new digital signal processing technology reduces up to 99%<sup>2</sup> of ambient noise from airplanes, trains or the office. A digital equalizer ensures high-grade audio without sacrificing the noise canceling effectiveness.

Look Great....

Designed with a beautiful lacquer finish on the ear piece, the MDR-NC500D headphones are a fashionable way to maximize audio entertainment.

Feel Great...

Weighing only 6oz, the lightweight MDR-NC500D headphones feature an adjustable headband and thick, urethane foam padding in the ear pieces that reduce pressure and pinching on the outer ear.

...for up to 16 hours<sup>1</sup>!

Sony developed the MDR-NC500D digital noise canceling headphone with long flights and stress relief in mind. They are powered by an internal lithium-ion battery that can operate for up to 16 hours<sup>1</sup> on a single charge. The headphones also have an external battery box that holds two AA batteries for those times your customer can't access a wall plug.



SALES TIP: ARTIFICIAL INTELLIGENCE

By pressing the **Artificial Intelligence Noise Canceling** button found on the outside of the right ear piece, the MDR-NC500D headphones can scan the ambient noise profile and **intelligently** and **automatically** select the best mode to cancel out the highest amount of unwanted sound. Each mode uses a different digital filter in the Digital Signal Processor which has been specifically tuned for effective noise reduction in these different sound environments. Your customer can also select **Manual** to pick the mode themselves.



**NC MODE A**  
*Aircraft noises*



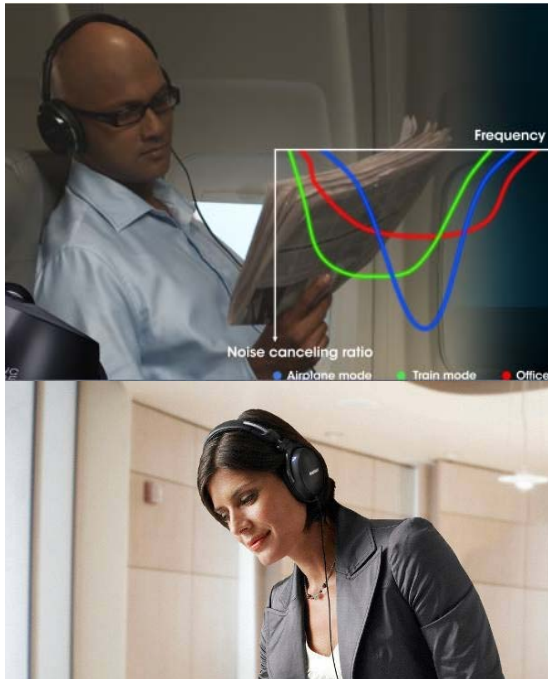
**NC MODE B**  
*Trains and buses*



**NC MODE C**  
*Office environment*

**WHO BUYS MDR-NC500D Digital Noise Canceling Headphones AND WHY?**

Increasing the percentage of ambient noise cancellation to up to 99%<sup>2</sup>, the new MDR-NC500D headphones are perfect for travelers, students, office dwellers, high-traffic home inhabitants and others who want to block out excessive noise and create the optimal listening experience for their music.



**TRAVELERS**

For anyone who spends more time reclined on an airplane than sitting at home in a recliner, the MDR-NC500D digital noise canceling headphones are a perfect solution. Whether on a crowded train or a packed flight, your customers will be able to relax and enjoy the sound of their audio device.

In addition, headphone speakers swivel flat for easy packing and include a deluxe storage case – a perfect solution for travelers! The MDR-NC500D includes 2 adapters, one for use with home stereo equipment, and another for use with dual plug airplane sockets.

**OFFICE WORKERS**

Can a noisy work environment interfere with your customer's productivity? Suggest the MDR-NC500D digital noise canceling headphones that help block out office sounds and the hum of air conditioning equipment so your customers can concentrate on their work, not their coworker's chatter.

**SALES TIP: MONITOR SWITCH**



For times when your customer needs to listen to travel announcements or interact with others, a monitor switch located on the outside of the right earpiece allows temporary suspension of the noise canceling properties and audio output of the headphones. Your customer can temporarily hear surrounding noises – without having to remove the headphones.

**SALES PITCH FOR MDR-NC500D Digital Noise Canceling Headphones**



MDR-NC500D headphones use Digital technology to realize incredible noise reduction along with pristine quality audio. The lightweight, ear-conscious design offers premium comfort, even after extended use. For added convenience, the built-in monitor switch lets your customer hear surrounding sound without taking off the headphones.

A unique feature of the technology used in Sony's MDR-NC500D is the use of artificial intelligence noise canceling. Sony engineers observed that the effectiveness of noise canceling varied according to noise environment. The engineers identified **aircraft**, **trains/buses** and **offices** as the three most common noise environments in which noise canceling headphones are used. Based on this finding, Sony engineers creating three noise canceling modes optimized for each environment. With AI noise canceling, the headphones analyze the ambient noise and automatically select the appropriate mode.

**SALES TIP: DIGITAL EQUALIZER**



The Digital Equalizer delivers superb digital audio quality – sound with rich bass and crisp mid-and high-range frequencies. By going digital, the MDR-NC500D headphones deliver a balanced and rich sound while still delivering the highest level of noise cancelation when traveling or working.



**EXTRAS & UPSELLS FOR MDR-NC500D Digital Noise Canceling Headphones**

We live in an increasingly mobile society where the need for portable entertainment is growing by leaps and bounds. Your customers will want to enhance their portable DVD or Walkman® player with great sounding, stylish headphones.



**Sony Walkman Video MP3 players**

Sony Walkman Video MP3 players deliver the superior sound quality your customers expect from Sony – one of the world's leading music producers and innovators of audio technology. With the MDR-NC500D digital noise canceling headphones, your customers can hear great sound from their player – not the rumble of a train or the hum of office equipment.



**DVP-FX820 Portable DVD Player**

This portable DVD player is so lightweight, compact and rugged your customer can carry it wherever they go. The MDR-NC500D digital noise canceling headphones help ensure the only audible noise on the plane is coming from your customer's portable DVD player!



**NH-AA-2DB High-Performance Rechargeable Batteries**

Although the MDR-NC500D digital noise canceling headphones include an internal lithium-ion battery that can operate for up to 16 hours<sup>1</sup> on a single charge, they also include an external battery box that holds two AA batteries. Recommend additional AA batteries so your customers can enjoy the superb sound of their headphones – even longer!

### **Quality, Comfort and Style.**



The MDR-NC500D headphones use digital technology to reduce ambient noise up to 99% of 160HZ while providing a balanced and rich sound and delivering the highest level of noise cancellation when traveling, commuting or working. Sony's digital noise canceling engine makes it possible for the MDR-NC500D to offer three distinct noise canceling modes optimized for different environments: airplane, train/bus or office.

To provide comfort during long hours of wear, the new headphones feature thick, urethane foam padding in the ear pieces that reduce pressure and pinching on the outer ear. To add style to comfort, the ear cups are finished with black lacquer and have a single-sided cord connection for convenience.

Your customer can completely relax with a soothing, uninterrupted listening experience. These lightweight and comfortable noise-canceling headphones deliver tranquility for up to 16 hours of listening time.

1. Actual battery life may vary based on product settings, battery, usage patterns and environmental conditions.
2. At 160 Hz.